

Obscure?

Be Sure!



..use Twin-Lens **argoflex**

REG. U. S. PAT. OFF.

Now! Improve your better-picture score with Twin-Lens Argoflex. Forget about fuzzy pictures. Shoot 'em sharp . . . Shoot 'em centered . . . Shoot 'em level. Because—

**Argoflex shows you the picture
before you take it**

Simply aim Argoflex at your subject. Turn focusing lens till viewing screen shows a razor-sharp image, then—click! That's the Argoflex way—nothing left to chance. For, when you see it in the viewer, you know you have it in your finished picture, *just the way you want it*. Easy? Try it yourself. See Argoflex at your favorite dealer's today to get better pictures!

ARGUS INCORPORATED • ANN ARBOR, MICH.



BEAUTY ON THE BIAS? Not when you use Argoflex, because Argoflex method always shows your picture straight and level *before* you take it.



YOU CAN'T DECAPITATE A PONY when you use Argoflex, because Argoflex shows you *all* the picture *before* you click the shutter.

MAKERS OF AMERICA'S FIRST TWIN-LENS CAMERA
November, 1947